

PTO/SB/08A (08-03)

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**INFORMATION DISCLOSURE  
STATEMENT BY APPLICANT**

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Sheet 1 of 5

**Complete if Known**

Application Number	10/615,593
Filing Date	July 8, 2003
First Named Inventor	Mika
Art Unit	2121
Examiner Name	Unknown HALL, T
Attorney Docket Number	058058-5001

**U. S. PATENT DOCUMENTS**

Examiner Initials*	Cite No. <sup>1</sup>	Document Number	Publication Date MM-DD-YYYY	Name of Patentee or Applicant of Cited Document	Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear
		Number-Kind Code <sup>2</sup> (if known)			
TH		US- 5,692,132	11/25/1997	Hogan	
		US- 5,710,887	01/20/1998	Chelliah et al.	
		US- 5,712,979	01/27/1998	Graber et al.	
		US- 5,717,860	02/10/1998	Graber et al.	
		US- 5,721,827	02/24/1998	Logan et al.	
		US- 5,724,424	03/03/1998	Gifford	
		US- 5,727,156	03/10/1998	Herr-Hoyman et al.	
		US- 5,737,619	04/07/1998	Judson	
		US- 5,751,956	05/12/1998	Kirsch	
		US- 5,757,917	05/26/1998	Rose et al.	
		US- 5,948,061	09/07/1999	Merriman et al.	
		US- 6,026,368	02/15/2000	Brown et al.	
		US- 6,108,637	08/22/2000	Blumenau	
		US- 6,285,987	09/04/2001	Roth et al.	
		US- 6,415,322	07/02/2002	Jaye	
		US- 6,601,041	07/29/2003	Brown et al.	
		US- 2001/0032193	10/18/2001	Ferber	
		US- 2001/0036182	11/01/2001	Addante	
		US- 2001/0039513	11/08/2001	Erichson et al.	

**FOREIGN PATENT DOCUMENTS**

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		Country Code <sup>3</sup> Number <sup>4</sup> Kind Code <sup>5</sup> (if known)				
TH		WO 97/21183	06/12/1997	Naqvi et al.		
		WO 01/04784	01/18/2001	Haefeker et al.		
		WO 01/11516	02/15/2001	Compton et al.		
		WO 01/37119	05/25/2001	Ferber et al.		
		WO 01/39010	05/31/2001	Ferber		
		WO 01/40920	06/07/2001	Botelho et al.		

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Attorney Docket Number	058058-5001

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TH		US- 2002/0003162	01/10/2002	Ferber et al.	
		US- 2002/0004746	01/10/2002	Ferber et al.	
		US- 2002/0004733	01/10/2002	Addante	
		US- 2002/0008932	01/24/2002	Bateman et al.	
		US- 2002/0009960	01/24/2002	Swaddle	
		US- 2002/0029186	03/07/2002	Roth et al.	
		US- 2002/0069105	06/06/2002	Botelho et al.	
		US- 2002/0095337	07/18/2002	Velthuis et al.	
		US- 2002/0099824	07/25/2002	Bender et al.	
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TH		WO 01/54480	08/02/2001	Jaye		
		WO 02/03291	01/10/2002	Beyda		
		WO 02/33626	04/25/2002	Wang et al.		
		WO 02/33629	04/25/2002	Hewitt		
		WO 02/37384	05/10/2002	DeMayo et al.		
		WO 02/39361	05/16/2002	Compton et al.		

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## FOREIGN PATENT DOCUMENTS

[illegible]

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Signature**

T. A. H.

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Sheet 4 of 5

**NON PATENT LITERATURE DOCUMENTS**

Examiner Initials*	Cite No. <sup>1</sup>	Include name of the author (in CAPITAL LETTERS), title of the article (when appropriate), title of the item (book, magazine, journal, serial, symposium, catalog, etc.), date, page(s), volume-issue number(s), publisher, city and/or country where published.	T <sup>2</sup>
TH		Web Advertising: Ad Banner Servers, Ad Server Software, Banner Management Software, Just Web Ads, "Ad Serving Without Hassles;" <a href="http://www.justwebads.com">http://www.justwebads.com</a> ; pp. 1-2,	
		downloaded August 10, 2004.	
TH		Marketing and Advertising Management, Adforce: "Adforce is the advertising management service for the digital age;" <a href="http://www.adforce.com">http://www.adforce.com</a> ; pp. 1-4, downloaded August 10, 2004	
TH		Adknowledge.com: "The next generation of online advertising, Adknowledge;" <a href="http://www.adknowledge.com/index.php?S=AU">http://www.adknowledge.com/index.php?S=AU</a> ; pp. 1-4, downloaded August 10, 2004.	
TH		Advertising.com: "For measurable ROI, enter here;" <a href="http://www.advertising.com/home.html">http://www.advertising.com/home.html</a> ; pp.1-7, downloaded August 10, 2004.	
TH		Solbright, Inc.: "Solbright's Adsuite Provides Traditional Media Tools For Online Media Manage Sales and Revenue;" <a href="http://www.solbright.com">http://www.solbright.com</a> ; pp.1-5, downloaded August 10, 2004	
TH		AdComplete.com: Affiliate Software, Email Marketing Software, Ad Management Soft.; AdComplete.com LLC, "A leading provider of web marketing software solutions;"	
		<a href="http://www.adcomplete.com">http://www.adcomplete.com</a> ; pp. 1-10, downloaded August 10, 2004.	
TH		24/7 Real Media: "Delivering Today, Defining Tomorrow;" <a href="http://www.247media.com">http://www.247media.com</a> ; pp. 1-8, downloaded August 10, 2004.	
TH		DoubleClick: Online Advertising, Email Marketing, Database Marketing and Marketing Analytics Solutions: "DoubleClick empowers companies to better plan, (cont.)	

Examiner Signature	Date Considered
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Sheet	5	of	5	Attorney Docket Number	058058-5001

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		manage, deliver, analyze and optimize their marketing initiatives and customer relationships in order to improve ROI and competitive advantage;" <a href="http://www.doubleclick.com/us/">http://www.doubleclick.com/us/</a>	
		pp. 1-5, downloaded August 10, 2004.	
TH		Mediaplex: "Mediaplex technology is backed by the best custom service and custom solutions in the business;" <a href="http://www.mediaplex.com">http://www.mediaplex.com</a> , pp. 1-3, downloaded August 10, 2004.	
TH		SpinBox Ad Server Solutions - Making Ad Serving Profitable: "An ad serving and hosting solution is a plug and play ad serving technology for ad networks, web sites and	
		networks of web;" <a href="http://www.spinbox.com">http://www.spinbox.com</a> , pp.1-19, downloaded August 10, 2004.	
TH		Ad Serving: ZEDO Third Generation Technology, "Third Generation Ad Serving™ Technology;" <a href="http://www.zedo.com">http://www.zedo.com</a> , pp. 1-18, downloaded August 10, 2004.	
TH		Central Ad Software: Ad Management Solution, "Central Ad 4.0: Scalable Solution;" pp. 1-3; <a href="http://www.centralad.com">http://www.centralad.com</a> ; downloaded August 10, 2004.	
TH		Business Software, XML, Web Services, SBM, ERP, catalog. AHG, Inc., "Software Solutions For Life;" <a href="http://www.ahg.com/index.htm">http://www.ahg.com/index.htm</a> ; pp. 1-7, downloaded August 10, 2004.	

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